© Philip Morris Inc. 1996

MANUFACTURER'S COUPON | EXPIRES: 12/31/96

MERIT

$2.00 Off! a Carton or 4 Packs.

Consumer: Limit-one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, TX 78840.

This coupon not valid in combination with any other Merit offer.

05970

5 28200 31082 3

VOID

© Philip Morris Inc. 1996

MANUFACTURER'S COUPON | EXPIRES: 12/31/96

MERIT

$2.00 Off! a Carton or 4 Packs.

Consumer: Limit-one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, TX 78840.

This coupon not valid in combination with any other Merit offer.

05971

5 28200 31082 3

VOID

© Philip Morris Inc. 1996

MANUFACTURER'S COUPON | EXPIRES: 12/31/96

Buy 1 Pack and get 1 FREE!

Consumer: Limit-one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax for product purchased.

Retailer: Philip Morris will reimburse you your normal retail price including sales tax for any free product plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, TX 78840.

My normal retail price per pack, including sales tax, is $______

This coupon not valid in combination with any other Merit offer.

05972

5 28200 31114 1

VOID

Follow the signs to flavor at every level of low tar.

Lights

Take Merit Lights to satisfying flavor in a low tar cigarette.

Ultra Lights

Follow Merit Ultra Lights to satisfying flavor at even lower tar.

Lowest

Merit Ultima leads to flavor you can enjoy, even at the lowest tar.

Jeep
MERIT
MERIT
MERIT Ultra Lights
MERIT
ON THE ROAD TO FLAVOR
MERIT
AWARDS

Get on the road to flavor.

Satisfying flavor at every level of low tar is just the first stop on the road with Merit. There's a catalog full of the best of local flavors, styles and designs from around the country ahead. We call them Merit Awards, and they're yours free just by giving Merit a try and saving your pack UPCs. So bring home what you like and enjoy!

You've got MERIT

2061038598

Ultima: 1 mg "tar," 0.1 mg nicotine—Ultra Lights: 5 mg "tar," 0.4 mg nicotine—Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Source: https://www.industrydocuments.ucsf.edu/docs/hgwp0003